



NTT & Microsoft Conversational AI

NTT Value Proposition

digitbar



Increase agility and efficiencies by
enabling a connected future

Connected future nice Examples*



Real Time Equipment Monitoring



Fleet Predictive Maintenance



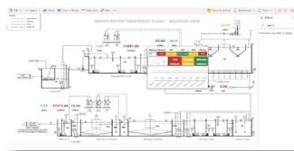
Connected Car/
Telematics



Operator Behavior



Worksite Asset Management



Connected Factory/
Digital Twin



People Movement



Asset Tracking/
Movement



Smart Cities
Smart Campuses



Smart Building/
Smart Spaces



IoT Connectivity in
190+ Countries



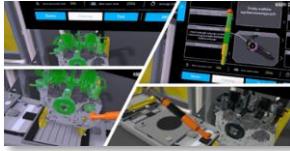
Private 5G



Digitizing Tour
de France



Digitizing
IndyCar



AR/VR

*not exhaustive



iNTTerconnected Sustainability Solutions

NTT Employee Experience Partner

Microsoft Teams – central platform for Employee Experience.



Productivity / Viva Platform

Focus: Employee Experience / attract & retain talents



Calling / Operator Connect / virtual Agents

Focus: Modernize Communications / Cloud Voice



Meeting Rooms / InterOp

Focus: Hybrid Work / New meeting Experience



Collaboration / O365

Focus: Use OneDrive, Shifts, Task, Planner, Loop,



AI Integration & Operation

Focus: New ways of working / Customer Experience



Hybrid &/or Remote Workplace

Focus: Workstyle implication virtual, remote, on-prem, hybrid



Process Automation / Workflow

Focus: RPA; M365-based cross enterprise systems workflow



Content Management / Move to Cloud

Focus: Move to Sharepoint Online/Syntex; Viva Platform; Support Remote Work



Systems Integration / Power Platform

Focus: Interoperability to SAP, Contact Center, Dynamics 365, ...



Automated Sec & Comp & Gov

Focus: Automated IT Support O365 Security; Teams Governance/File Management/Guest Access

We are Nihilent

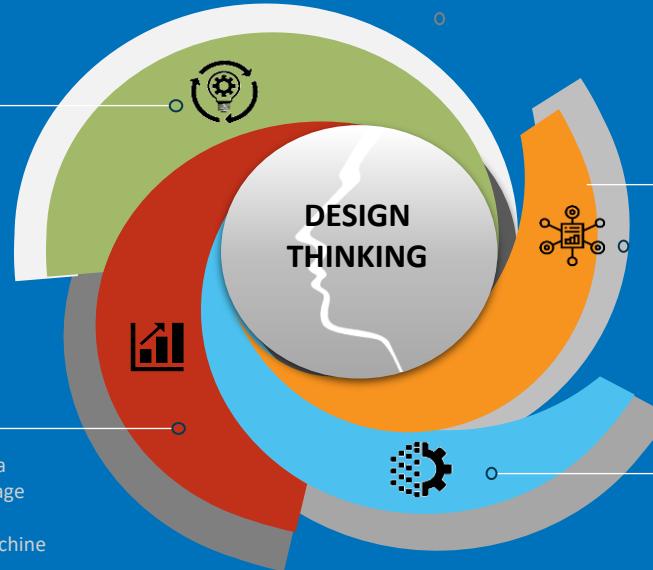
An NTT company

Technology

Applications, Automation, Integration & Data Engineering | Microsoft, AWS, GCP, ServiceNow, Mulesoft, Workday, Salesforce | Blockchain, IoT, Metaverse, 5G

Analytics

BI & Advanced Analytics | Data Monetization | Natural Language Processing (NLP) | Artificial Intelligence (AI) | Machine Learning | Data Strategy



Consulting

Ways of Working Transformation | Business Change Management | Strategy Consulting

Marketing

Brand Transformation | Digital Marketing & SEO | Content Production | Experiential Activations | Customer Research

Patented Frameworks:

MC³

PROLICY-D

14signals

Est. 2000

2500 employees

1600 clients

CMMI Level 5



Banking, Financial Services and Insurance



Media, Entertainment & Sports



Retail, CPG & QSR



Healthcare & Life Sciences



Manufacturing & Energy



Examples of our work



HR Analytics



IoT app



E2E
Transformation



Dedicated
CoE



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PVA in a Day

Einstieg in die Nutzung von Power Virtual Agents



Holger Imbery

Principal Architect



Kay Schneutzer

Senior Business
Development Manager



Ajitkumar Tanwade

Solution Architect



Nathaniel Easterman

Head of
Go-to-market UK



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Topics

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PVA

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NTT PVA
offerings

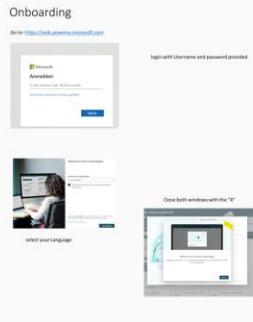
12:00 – 13:00 Lunch

Links for the day

Please pick your Account - and past a round stick note with your name on it



Script for today



Click here

Basics about Virtual Assistant

Business Perspective



connected experiences

- optimizing team structure
- optimizing operations and technology
- Implement connected feedback loop
- stay informed about customers' needs
- maintain and build brand integrity
- make ethical use of customer data

#no Time
#no Budget
#no Professionals

Culture, collaboration among all roles needs to be involved in the development and maintenance process of anything

DON'T
TRUST AN AI
YOU HAVE NOT
BUILT
YOURSELF



AI omni channel engagement platform

The lasting legacy of Coronavirus is predicted to be a permanent shift to Omni channel engagement: Virtual meetings, remote working, online self service and Customer Engagement.

This represent a once in lifetime opportunity to streamline all services.



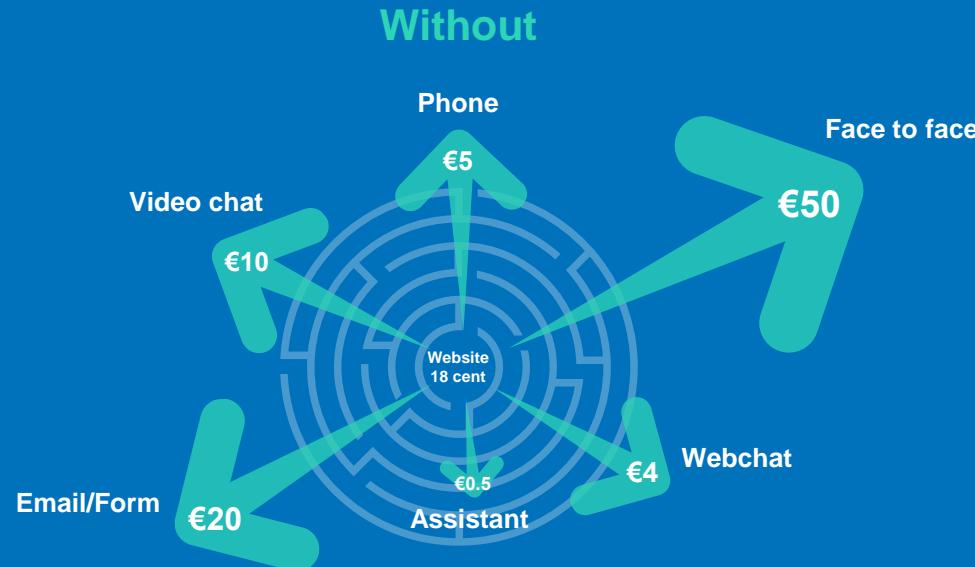
AI omni channel engagement platform

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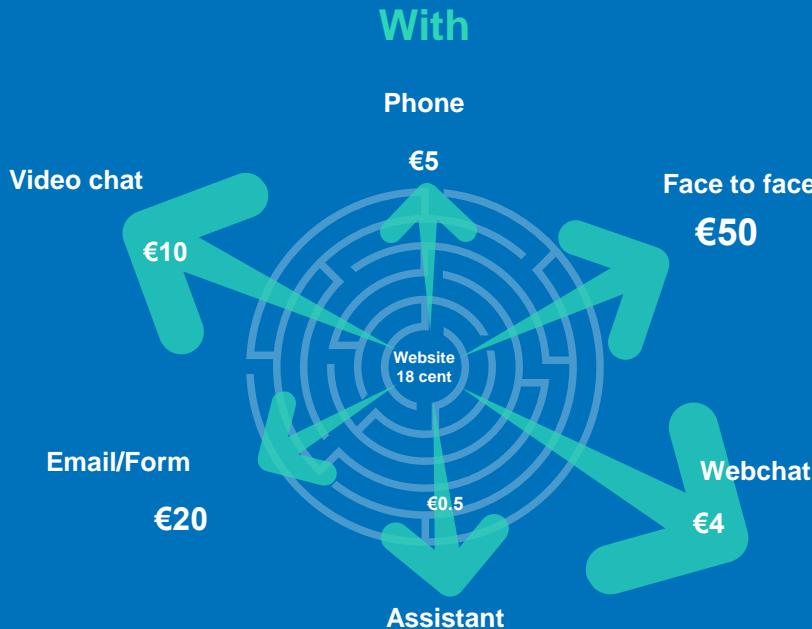
This represent a once in lifetime opportunity to streamline all services.



User systematically use more expensive, less effective engagement channels than they need to leading to higher costs and decreased satisfaction.



User systematically use more expensive, less effective engagement channels than they need to leading to higher costs and decreased satisfaction.



First time query resolution 90 %
reduce contact costs by 75 %
reduce contact volume by 50 %
reduce waiting times by up 75 %
increase service availability by 40 %

Omni Channel Engagement Platform



Business Case

- Reduce dissatisfaction by avoiding the use of unmanned channels
- Provide services to citizens 24/7, 365
- Allow Self Service to services such as childcare, planning, assisted living etc.
- Improve satisfaction at the point of first contact
- Increase the % of citizens getting through the first time
- Increase the % of calls answered within 20 seconds
- Reduce the wait time in call queues

Reduce service delivery costs

- Use assistants to reduce contact volumes by up to 60% from Website, phone, email channels
- Use a voice chatbot to reduce contact costs with less calls going to live agents from the switchboard
- Use webchat to reduce the cost of contact
- Use AI Automation to reduce the costs of Email/Contact
- Use Video to reduce the cost of delivering face to face drop in service

Increased satisfaction

Omni Channel Engagement Platform



Business Case

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Quantitative Business case

- Use assistants to reduce contact volumes by up to 60% from Website, phone, email channels
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Qualitative Business case

Data & AI is the Game Changer

Cost

Contact Center Contacts	Annual Contact Volume	Time per Contact (mins)
Face to Face	21132	12
Live Chat	0	0
Phone	389080	7
Email/ Unautomated Forms	52513	10
Social	0	0
Total	462725	Average: 7.57

Benefits

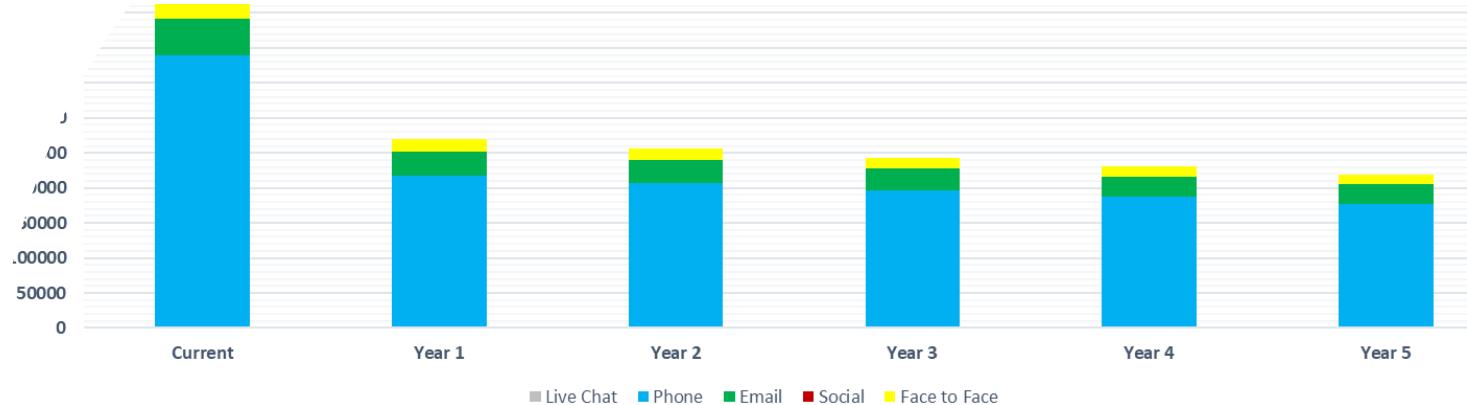
Standard report	real time access
Total Sessions	7000
Engagement rate	89%
Resolution rate	65 %
Escalation rate	5 %
The Customer Satisfaction	3 %

Channel	Website	Live Chat	Phone	Email	Social	Face to Face	Campaigns
Reduction % in Face to Face	10%	5%	10%	10%	5%	20%	10%
Reduction % in Live Chat	0%	30%	0%	0%	10%	0%	10%
Reduction % in Phone Calls	30%	5%	20%	5%	10%	10%	20%
Reduction % in Emails	10%	5%	27%	30%	10%	10%	20%
Reduction % in Social	5%	10%	0%	0%	30%	0%	5%

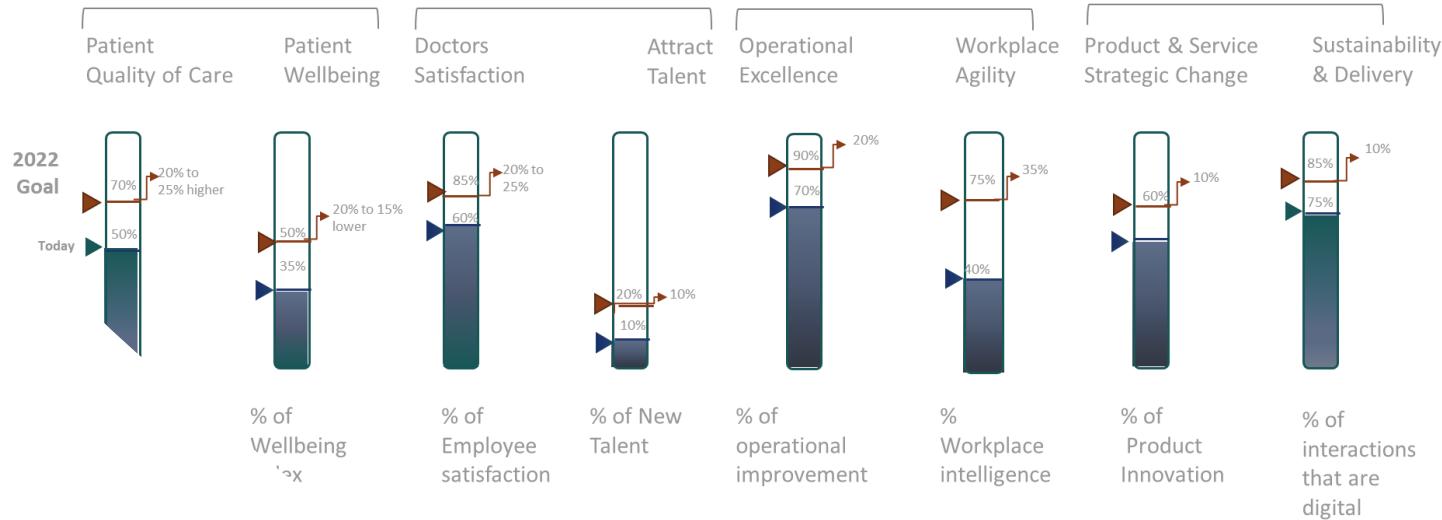
Data & AI is the Game Changer

Your year-on-year enquiry volumes

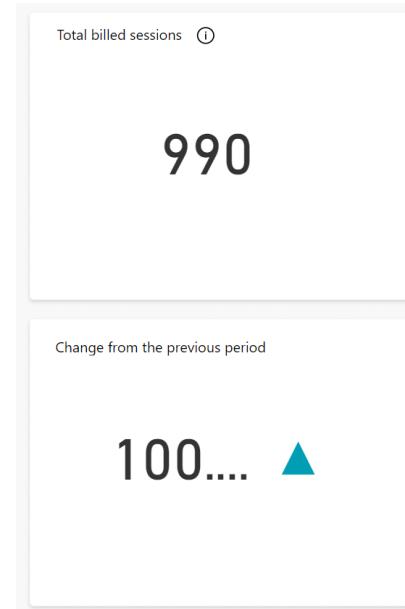
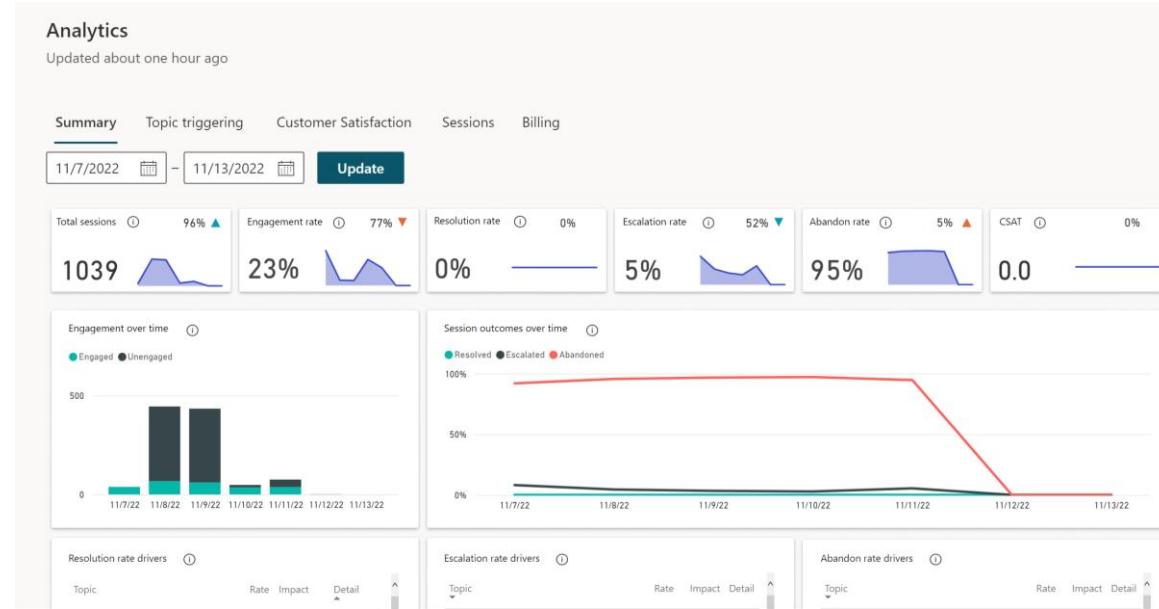
Cost



Benefits



Data & AI is the Game Changer



Validate your Business Plan in Realtime



Business Outcomes Metrics

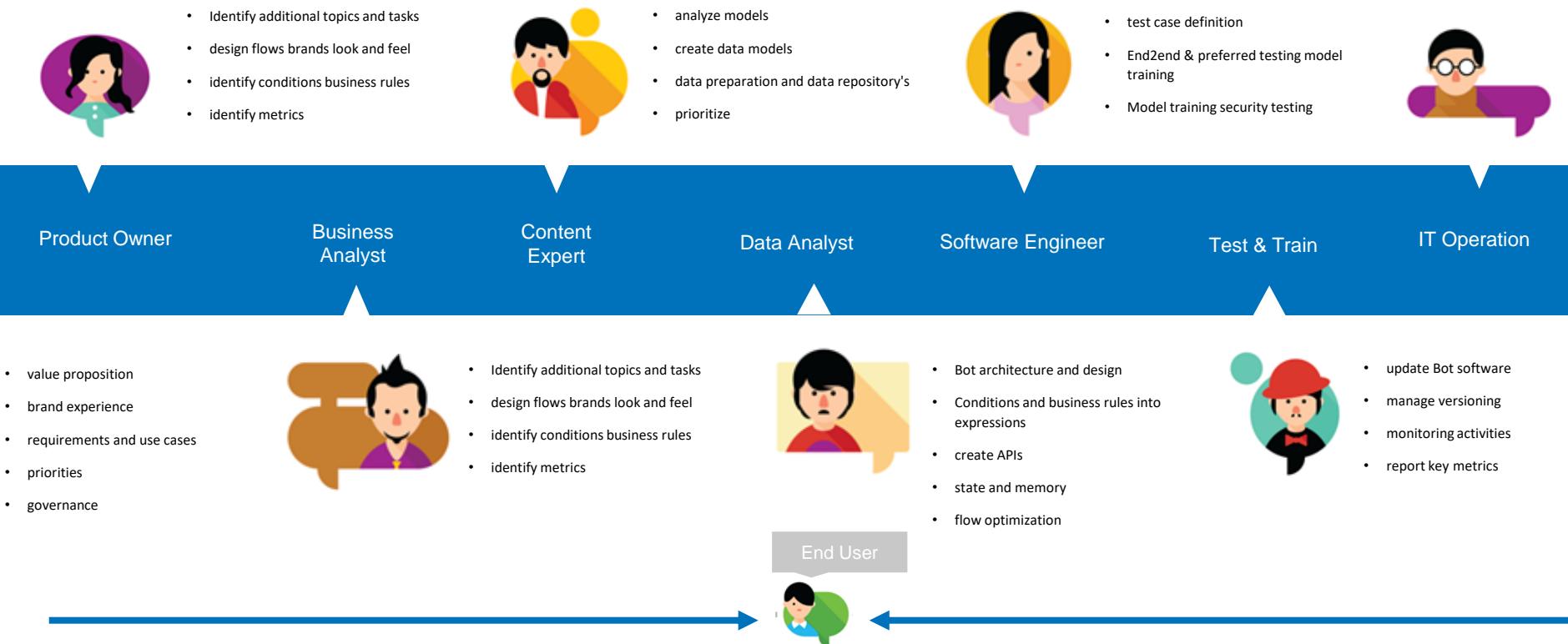
Business outcome Metrics

- 400 prospective students' conversation per week
- 40% Students conversation

Unexpected benefits

- The Enquires skill has provided details on what information is not being adequately provided by the Conversational AI
- Enquiries staff are treating these as a priority – both to increase confidence in the bot and to ensure that knowledge articles are updated to answer these questions without the need for human intervention
- Holly is answering internal questions for Staff – due to the enhanced search functionality

Who was involved in the Conversational AI Project



Who will be involved in the Conversational AI Project



Employees and Partners

Word

PowerPoint

Excel

SharePoint

Access & Similar

Power APPS (Low Code)

JavaScript, HTML 5, CSS

C#, Objective C, .NET

Skills & Knowhow

5 min Break



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Power Virtual Agent

Endless possibilities with Power Automate and Azure Services

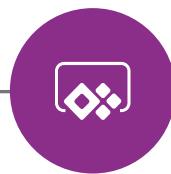


Microsoft Power Platform

The low-code platform that spans Office 365, Azure, Dynamics 365, and standalone applications
Innovation anywhere. Unlocks value everywhere.



Power BI
Business analytics



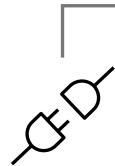
Power Apps
Application development



Power Automate
Process automation



Power Virtual Agents
Intelligent virtual agents



Data connectors



Portals



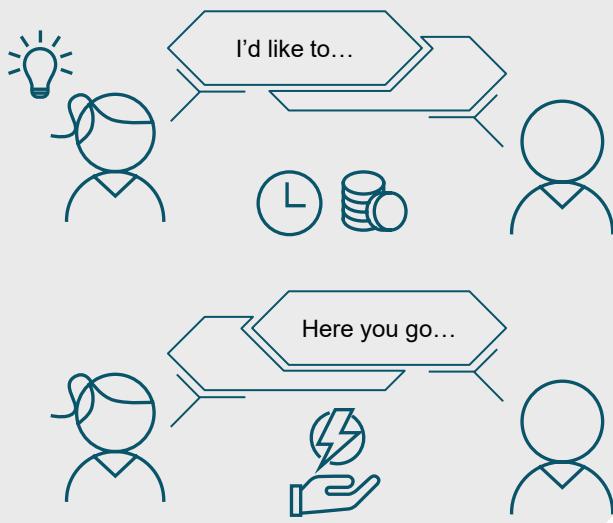
AI Builder



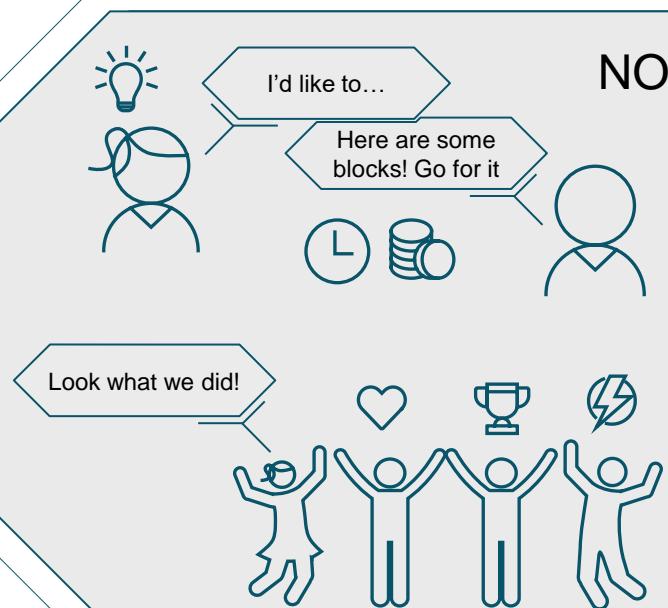
Common Data Service

Fusion teams with PVA

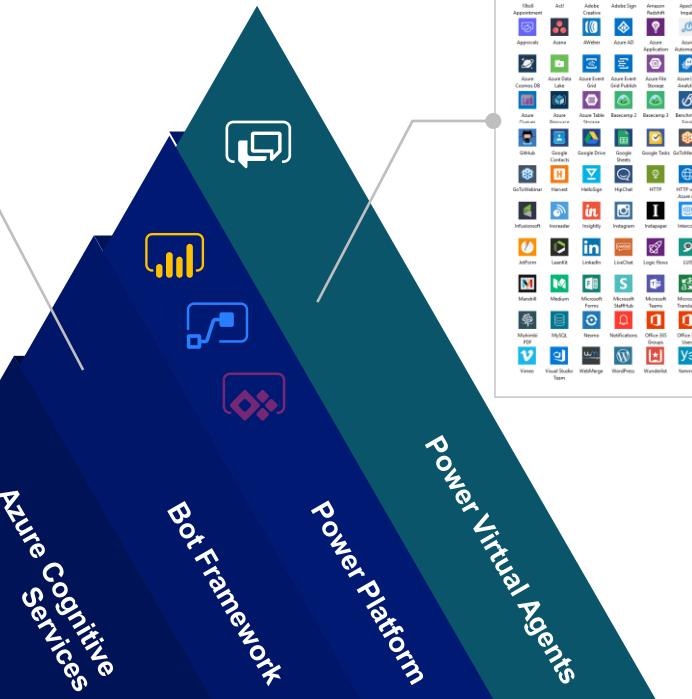
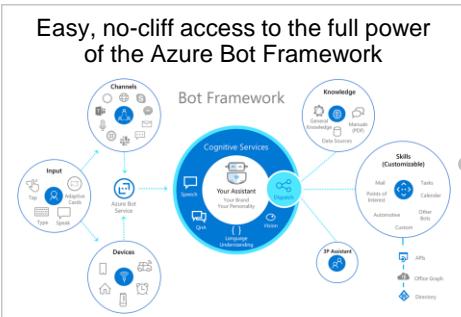
PAST...



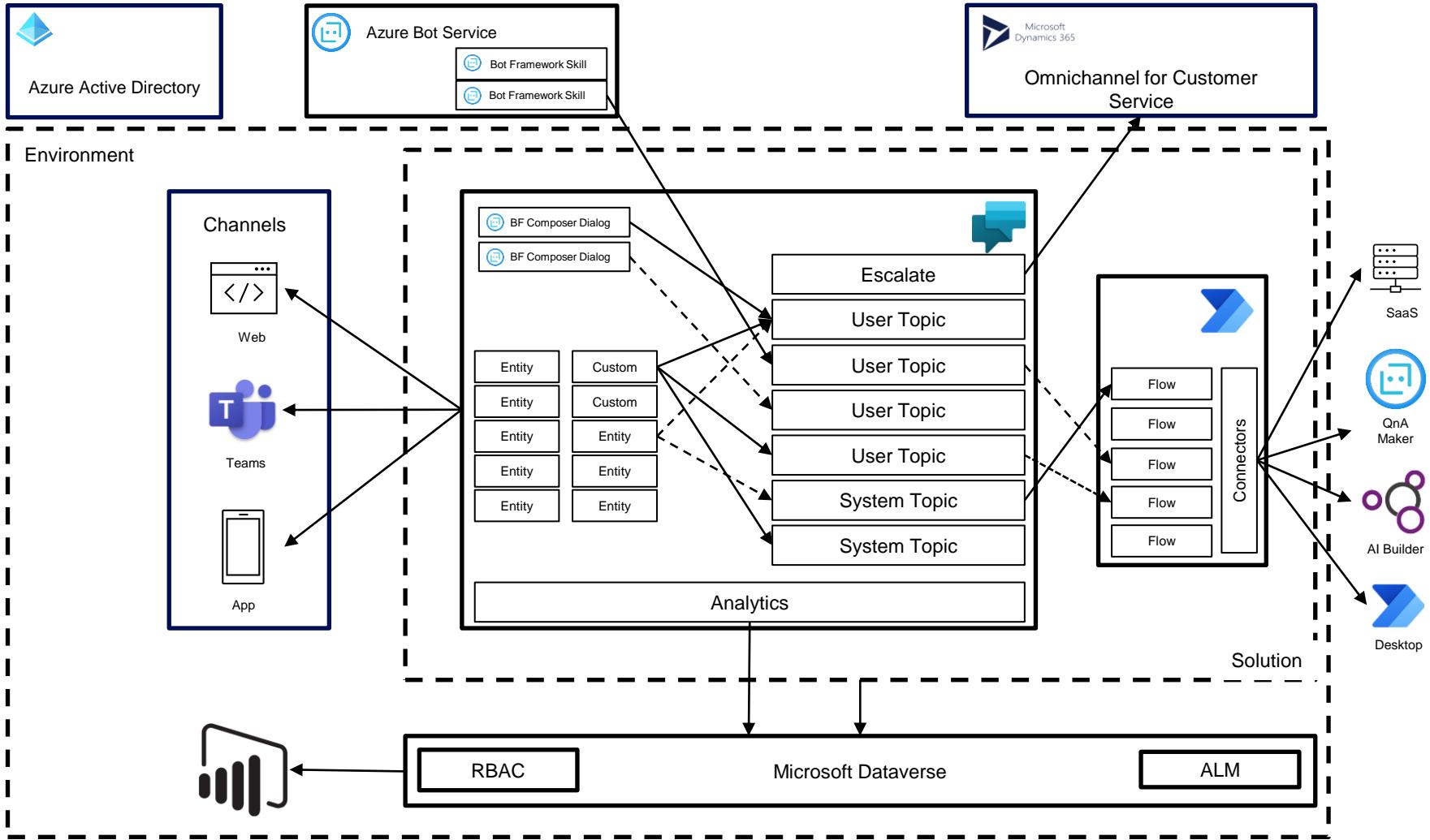
NOW



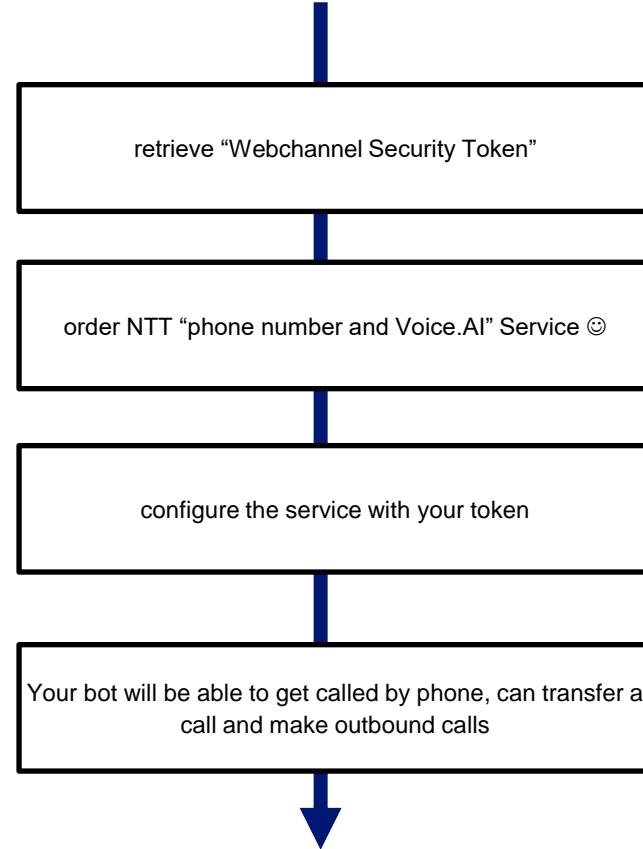
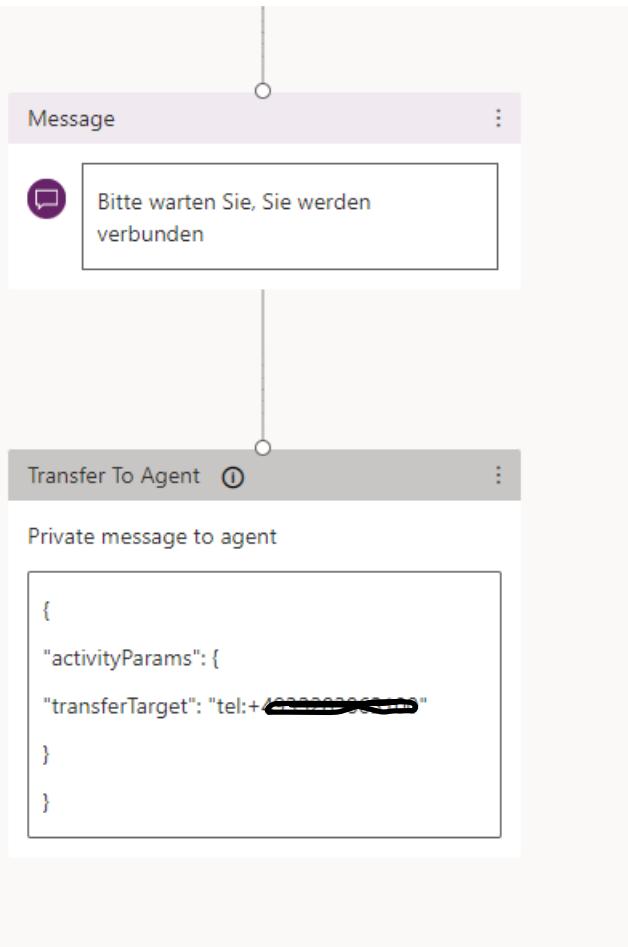
Built on Power Platform & Bot Framework



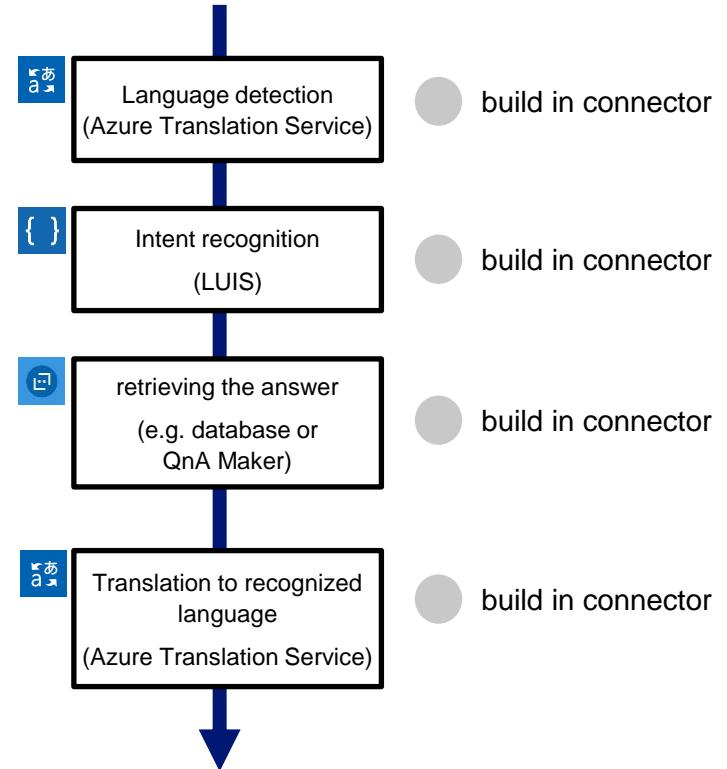
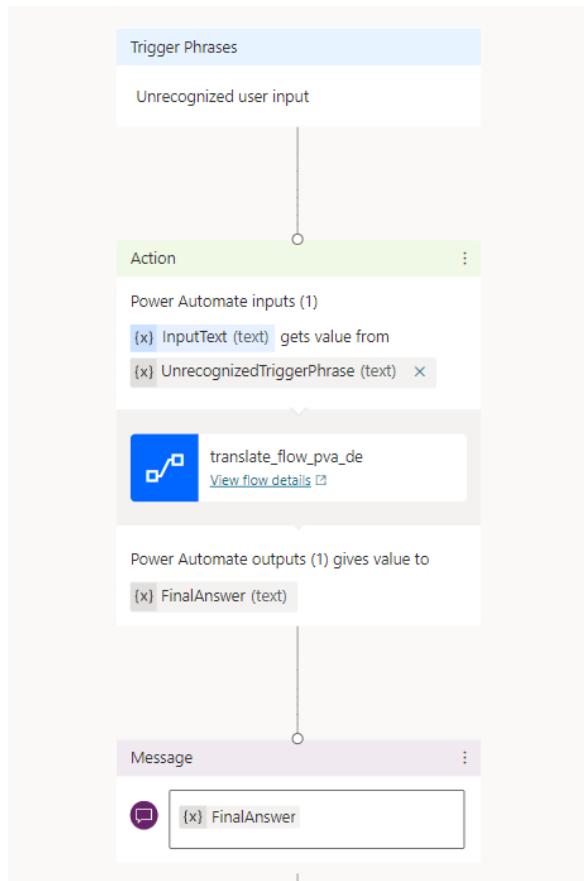
from zero to hero in 15 minutes



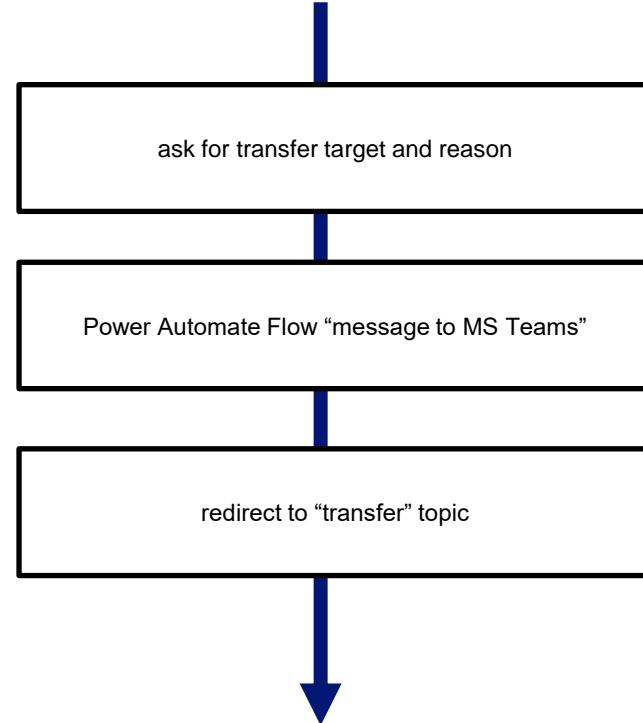
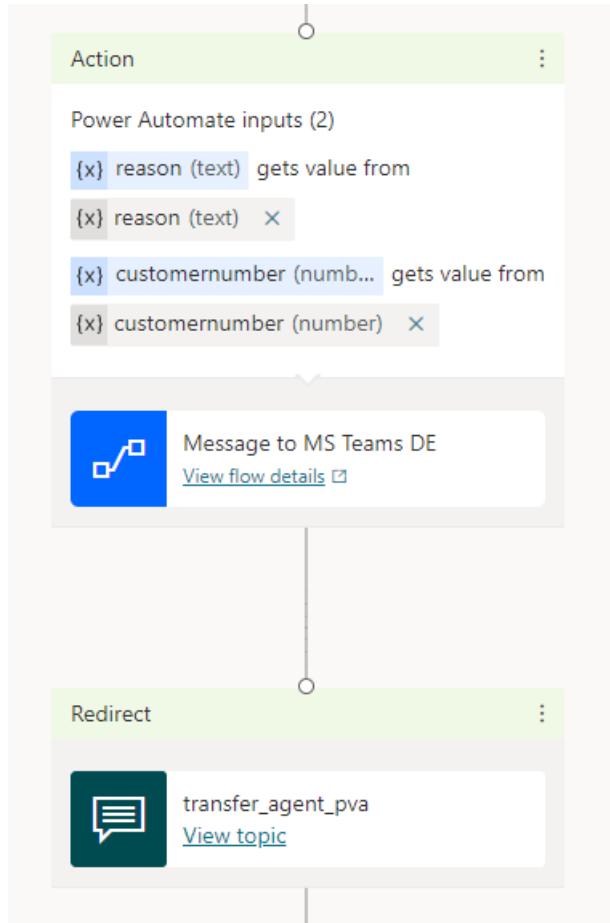
Voice Enabled Bot

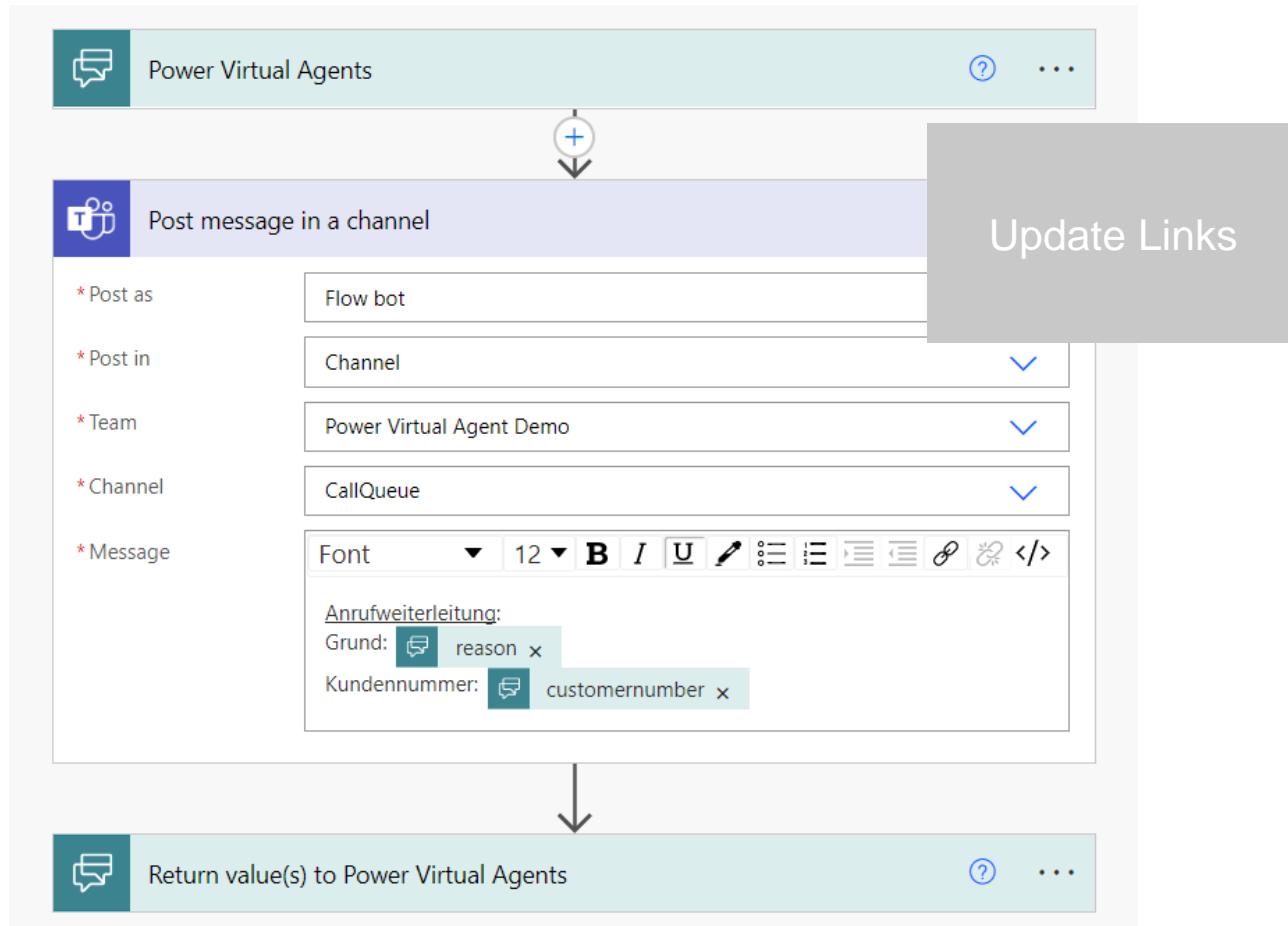


multilingual QnA with LIUS



IVR with message to Microsoft Teams





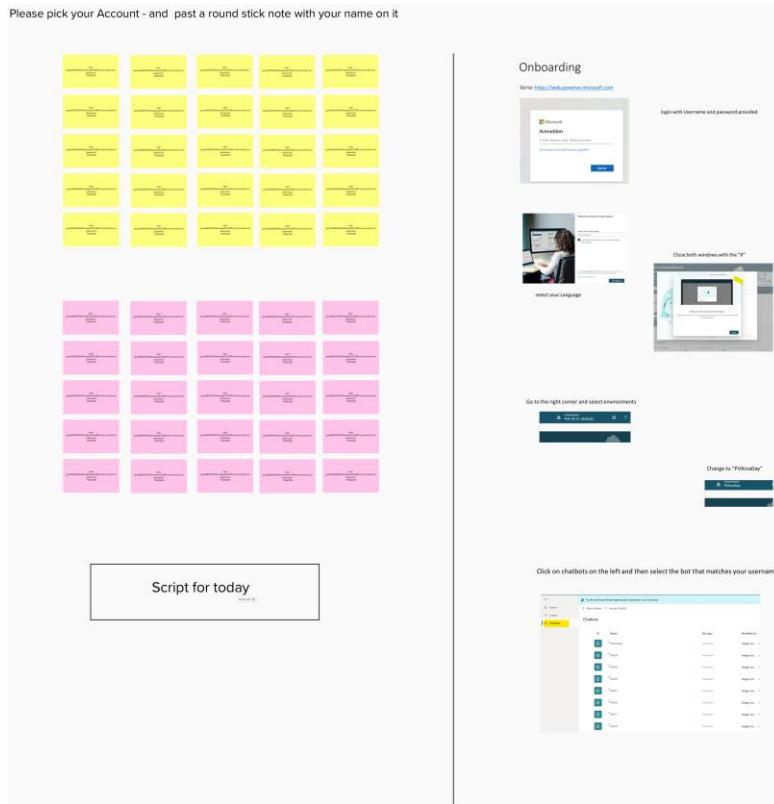
5 min Break



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A new Bot will be born

Please pick your Account - and paste a round stick note with your name on it



Script for today

Pick a user Name: [Microsoft PVA](#)
[in a Day • NTT Germany](#)
[\(mural.co\)](#)

Go to:

<https://web.powerva.microsoft.com>

Collaborative Idea Development Consulting



Design Thinking-Sprint

und / oder

User Story Mapping

Preconditions

- Clear question
Examples:
How can a voice bot support City XXX?
- How can a chatbot in area XY
- Support the city of XXX?
- Cross-functional participant group

Results

- Stakeholder identification
- different use cases
- Qualification & Prioritization
- Basic Chatbot Concept (personality, branding, style, ...)
-

Preconditions

- Specific use cases
Examples:
Management of orders
Management of returns processes
- Sector-specific participant group(s)

Results

- Development/documentation of user processes
- Analysis/documentation of technical interfaces
- Development of non-functional Requirements
- Transfer into dialogue processes/content

2-day workshop

iterative workshops (1-4h)

Collaborative consulting for idea development



The image shows a screenshot of a Mural board interface for collaborative idea development. The board is organized into several sections:

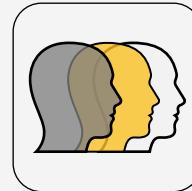
- Welcome :** Our common setup, Motivation, Business Challenge, Golden Rule.
- Participants :** Our participants, Motivation, Business Challenge, Golden Rule.
- Environment analysis :** What are our first thoughts? Who are our users & stakeholders? Who are our users & stakeholders?
- Sales Rep :** Portrait, Interests!, Motivation!, Biography, General information, Frustration!, Goals / Values!, Character traits, Technical know how / experience.
- Vet Office / Corporate Staff :** Portrait, Interests!, Motivation!
- Ideas :** Ideas section with a Creative Matrix for Use case development.
- Creative Matrix - Use case development :** A grid matrix for Use cases (Customer Use Case stuff) across Ease of Use, Efficiency, Transparency / Visibility, Channel Type (Accessibility), and Reliability.

To get to the Mural board please klick here

DELIVERING:



Interactive Customer Experience



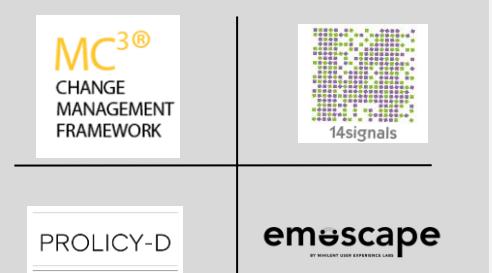
Enriched Human Experience



Immersive Digital Product Experience

ENABLED BY:

Frameworks, Patents, Platforms & Tools



MC³[®]
CHANGE
MANAGEMENT
FRAMEWORK

14signals

PROLICY-D

emescape
BY Nihilent User Experience Lab

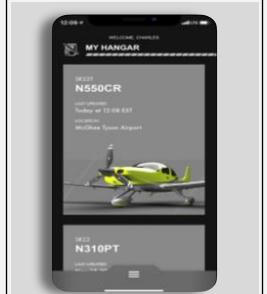
Experience Labs in South Africa, US, India



Leading Interaction Design Professionals

Committed Senior Management to deliver the Interaction Experience

Tech & Apps Dev Capability



WELCOME CAPTURE
MY HANGAR
SELECT
N550CR
Status: On Track
Today at 12:08 EST
McDonnell Douglas Textron Airport
1822 N310PT
Last updated: 12:08 EST

5 min Break



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Exercises:



script

Build your first (voice-)bot with Microsoft Power Virtual Agent

a Step-by-Step Guide — Power Virtual Agent in a Day



Holger Imbery · Nov 19, 2022 · 16 min read

Exercises

Power Virtual Agent—low code development platform for conversational ...

About this Guide

Bring yourself up to speed

[Create your first chatbot](#)

Make your first bot a little bit cleaner and prepare the basics

[Add some QnA Topics](#)

Standard QnA Dialog (simple)

[Standard QnA Dialog \(advanced—with variable\)](#)

Add IVR (Interactive Voice Response System) Replacement with Conditionals

Create Custom Entity

Create your AI Attendant as a new topic

Optional: Send an adaptive card to a Microsoft Teams Channel

Optional: Integrate the bot into a website

[Configure your bot in AudioCodes Voice.AI](#)

Bot Configuration

Configure Routing

Optional: AI Builder Feedback System with sentiment analysis

prerequisites

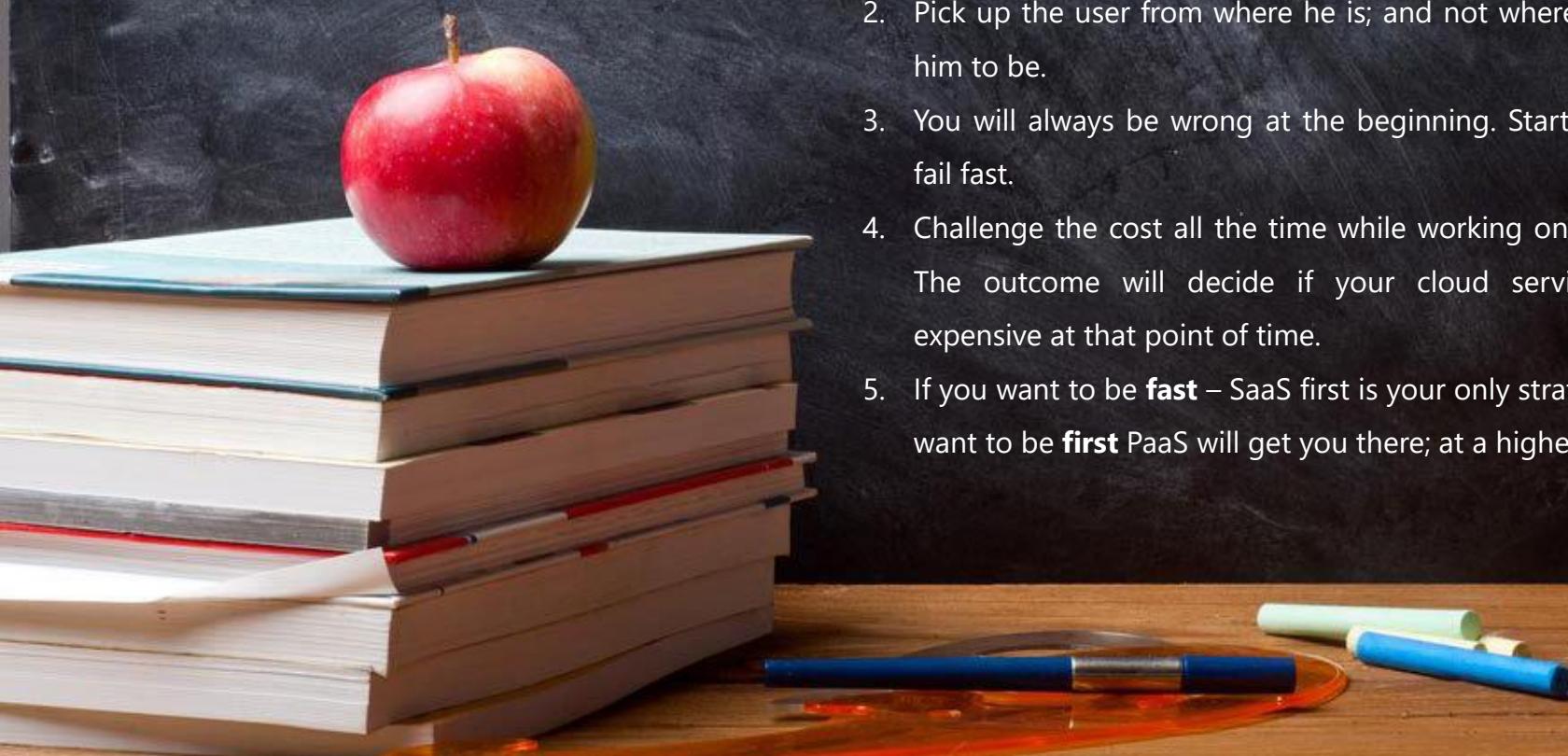
Next steps: Application LifeCycle Management Basics

find several exercises in the script:

Build your first (voice-)bot

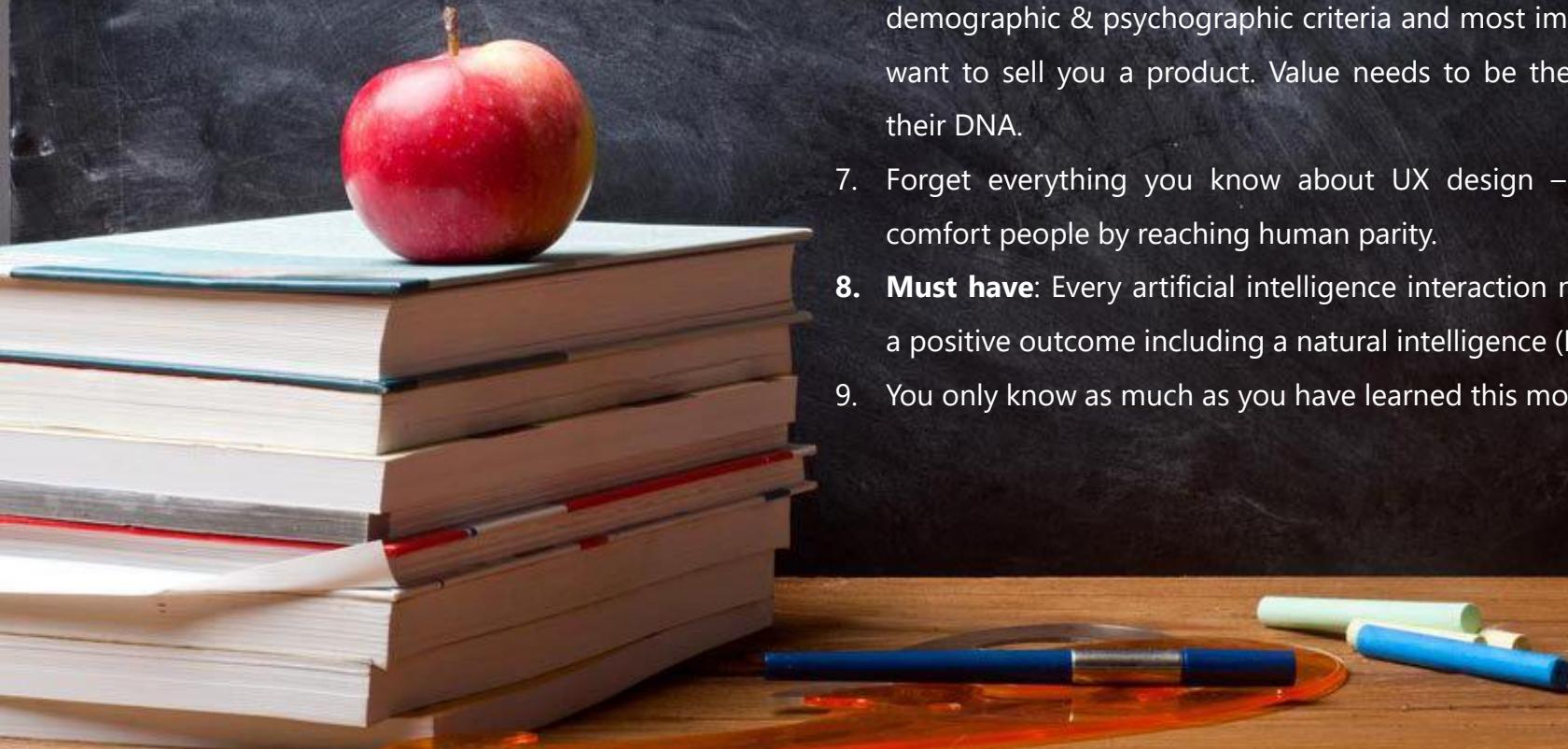
- Basic QnA
- Advanced QnA
- IVR with custom entities
- optional Exercises

Key lesson Learned over the last 5 years



1. You will get value out of the data when you have it – no doubt.
2. Pick up the user from where he is; and not where you want him to be.
3. You will always be wrong at the beginning. Start small and fail fast.
4. Challenge the cost all the time while working on your idea. The outcome will decide if your cloud service is too expensive at that point of time.
5. If you want to be **fast** – SaaS first is your only strategy. If you want to be **first** PaaS will get you there; at a higher cost.

Key lesson Learned over the last 5 years



6. If you want to hit the golden use case, you need a **design thinking team** which is diverse; This team needs to be based on demographic & psychographic criteria and most importantly, not want to sell you a product. Value needs to be the only goal in their DNA.
7. Forget everything you know about UX design – we need to comfort people by reaching human parity.
8. **Must have:** Every artificial intelligence interaction needs to have a positive outcome including a natural intelligence (Ethical AI)
9. You only know as much as you have learned this morning.

NTT Employee Experience Partner

Microsoft Teams – central platform for Employee Experience.



Discovery Services



Advisory Services



Consulting Services



Technical Services



Managed Services



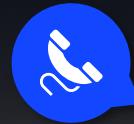
Support Services

NTT – Conversational AI Experience

Microsoft Teams – central platform for Employee Experience.



Calling
Teams, Cisco, Alcatel, SBC



Process Transformation
Microsoft PowerPlatform, MAP, Automation



AI Transformation
Bots, Virtual Agents, VoiceAI



Conversational AI Experience Tech stack NTT

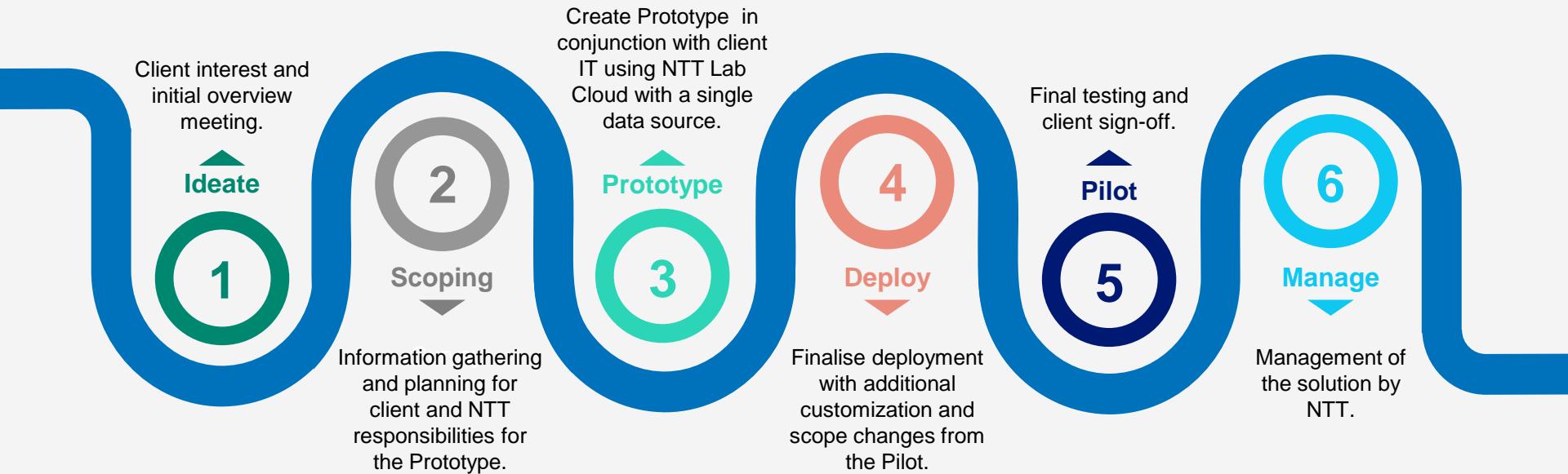


Calling	AI Transformation	Integrated CX
Telephony & Cloud PBX  Microsoft Teams  Webex Hybrid, on-premises & cloud deployments  Skype for Business  Unified CM	AI Transformation Virtual Agents, VoiceAI, VR & AR  Microsoft Teams  Voice AI  Microsoft Azure cloud deployment only  Power BI Business analytics  Power App Application development  Power Automate Process automation  Power Virtual Agents Intelligent virtual agents Microsoft Power Platform	Contact Center  Genesys Cloud.  Webex Contact Center  Microsoft Teams Hybrid, on-premises & cloud deployments  ICS.AI  tendfor™
Additional Services: <ul style="list-style-type: none">• Compliance recording NTT Cloud Voice Services: <ul style="list-style-type: none">• Universal Call Plans• User Numbers• Universal Access• Cloud Fax	NTT Services: <ul style="list-style-type: none">• Voice AI Gateway Services• Consultancy Services• Support on call Services• Optional Managed Services for Cloud	NTT Cloud Voice Services: <ul style="list-style-type: none">• Contact Center Access• Contact Center Service Plans• Consultancy Services• Support on call Services• Managed Services

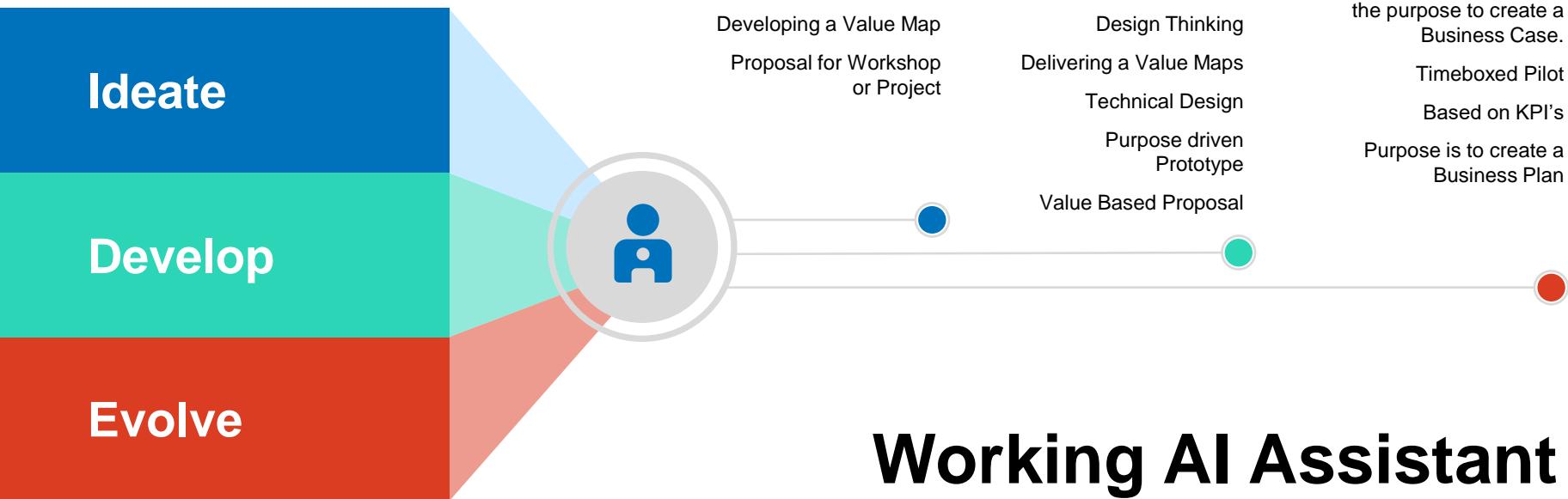
Support & Managed Services

Streamline operational efficiencies and enhance user experience by offloading tasks, or full estate management, to our global, industry-leading, certified technology specialists

AI omni channel engagement platform



AI omni channel engagement platform



AI omni channel engagement platform



	No commit	Commit	Prove
Scope	Developing Envision Workshop Developing a Value Map Proposal for Workshop or Project Playgrounds (PVA, Composer, etc.)	Workshop Delivering Envision Workshop Design Thinking Delivering a Value Maps Technical Design Purpose driven Prototype Value Based Proposal	Pilots including value based use case & Workshops with the purpose is to create a Business Case. Design Thinking Delivering a Value Maps Technical Design Purpose driven Prototype Value Based Proposal
	Standard Demo's provided by NTT Client has no access NTT will provide video's for internal presentation Joined live presentation	Customized Prototype Client has no access (Prototype owned by NTT) We can provide video's for internal presentation Live presentation only with NTT Pre-Sales	Timeboxed dedicated instance Client has full access KPI defined Test Plan

Comparison of 2 approaches

Platform Ansatz 1

Microsoft Customer Agreement

Power Virtual Agent

- Power Automate
- Power BI
- Azure SaaS

NTT Services

- Voice AI – shared Platform (Amt Umleitung)
- NTT Calling Plan
- Consultancy Services
 - Minimum Viable Product (MVP)
- Support on call (only)

Tendfor (Teams CX Lösung)

- optional long term

Platform Ansatz 2

Microsoft Customer Agreement Power BI

- Azure AI Services
- Azure IaaS & PaaS Services

NTT Services

- Voice AI – dedicated hosted on Azure
- NTT Calling Plan
- Consultancy Services
- Managed Service Infrastructure

Middleware ICS

- hosted on Azure

Tendfor (Teams CX Lösung)

- optional long term

Price estimate for Platform Approach 1



Service	Beschreibung	Vendor	Budget Preis	Anmerkung
Microsoft Customer Agreement or CSP 4000 session	<ul style="list-style-type: none"> - Power Virtual Agent - Power Automate - Power BI - Azure SaaS 	Microsoft	List Price: 17k per year Promo until the end of September	Negotiate prices directly with Microsoft Platform is operated by Microsoft with corresponding SLA according to the framework agreement
Voice AI – shared platform with NTT Calling Plan	1 channel 5 sessions	NTT / AudioCodes	1.6k /month	Managed Service von NTT Platform is operated on NTT with corresponding SLA according to the framework agreement
Creation of a backlog	Beratungsworkshop zur Erstellung eines Backlogs für MVP	NTT	1,5k	Consultant Skill:Tech. Consultant / Sen. Engineer (L4)
Consulting and development services	MVP – 3 sprints	NTT	35k einmalig	Project MVP one-time Further development beyond the MVP according to call-off quota with negotiated daily rate
Support, Consultant on call		NTT	1.2k per day	Billing according to retrieval quota



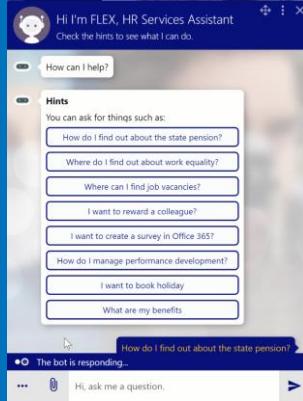


Assistant orchestrator examples

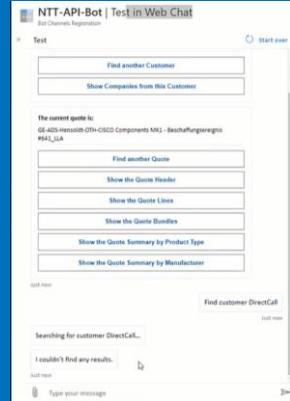
Hospital



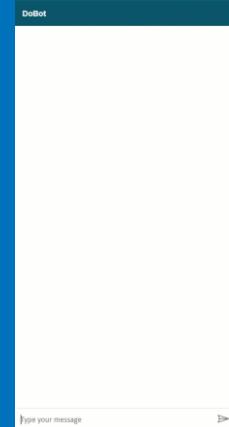
Human Research



Sales Business Processe

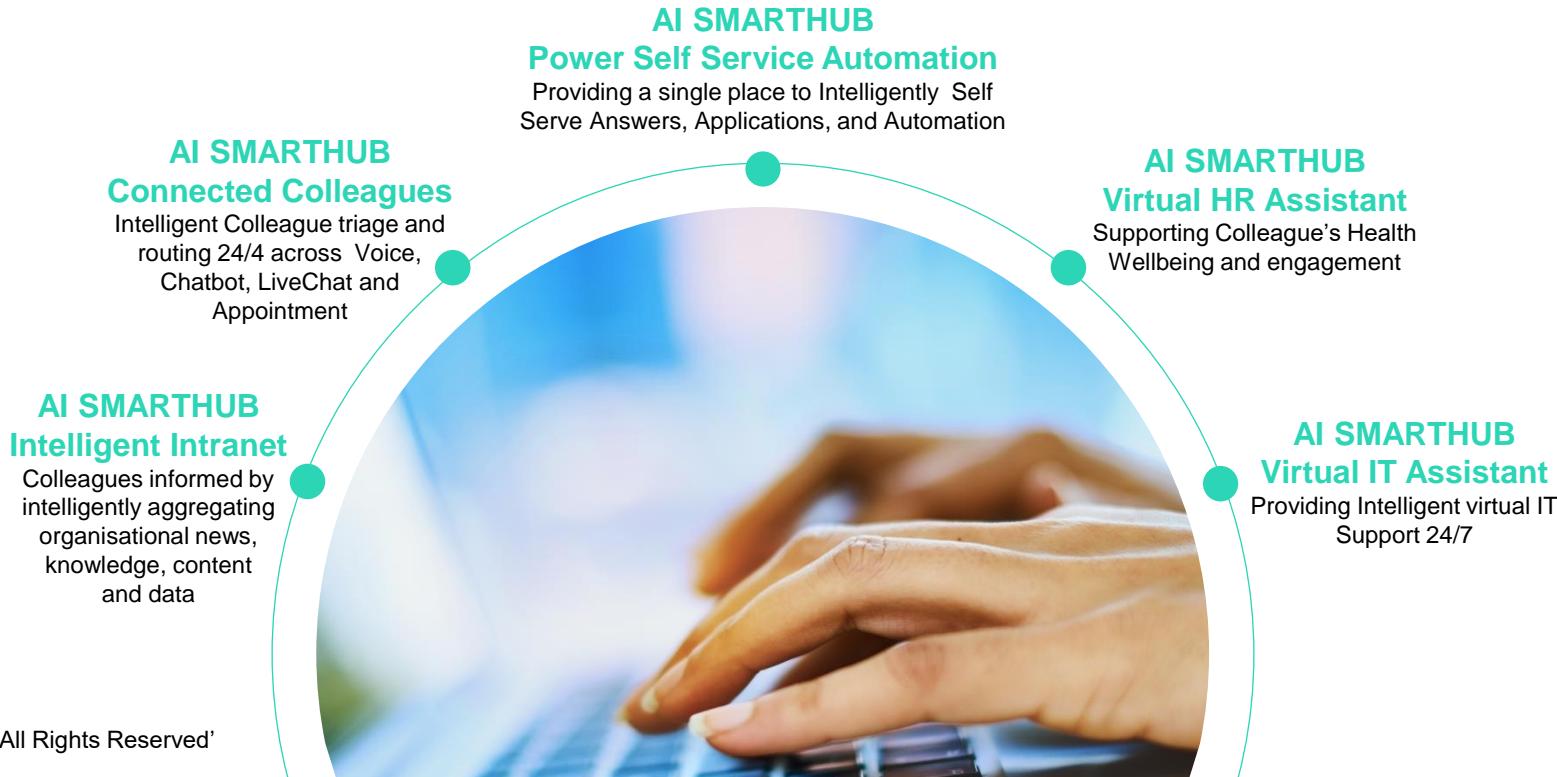


Public Sector



AI Support engagement platform

Next Generation AI Platform to Intelligently support
colleagues any time, any place, any device



Voice AI Gateway Managed Service example

Deliverables

Management and operation of Azure Cloud environment: VMs, networking, storage and other supported services;	Management and operation of Azure Cloud environment: speech services and other non-supported services (Artificial Intelligence ...)	Management and operation of OS layer of the VMs (Linux & Windows)
Operation of AudioCodes Software	Configuration of Bots	Implementation of new speech services
Configuration of firewalls: Azure Firewall or VM's running supported firewalls (Palo Alto, Fortinet, ...)	Monitoring and SLA of the above mentioned services (if managed)	Backup management: Azure backup or VM's running supported backup solutions
Renewal of certificates: Purchasing of certificates	Operation of network/VPN (including extended Azure network)	Operation of network/VPN (including non-Azure network)
		Implementation of HA-environment Implementation of DR-environment

Price based on reference client 8489 €/month

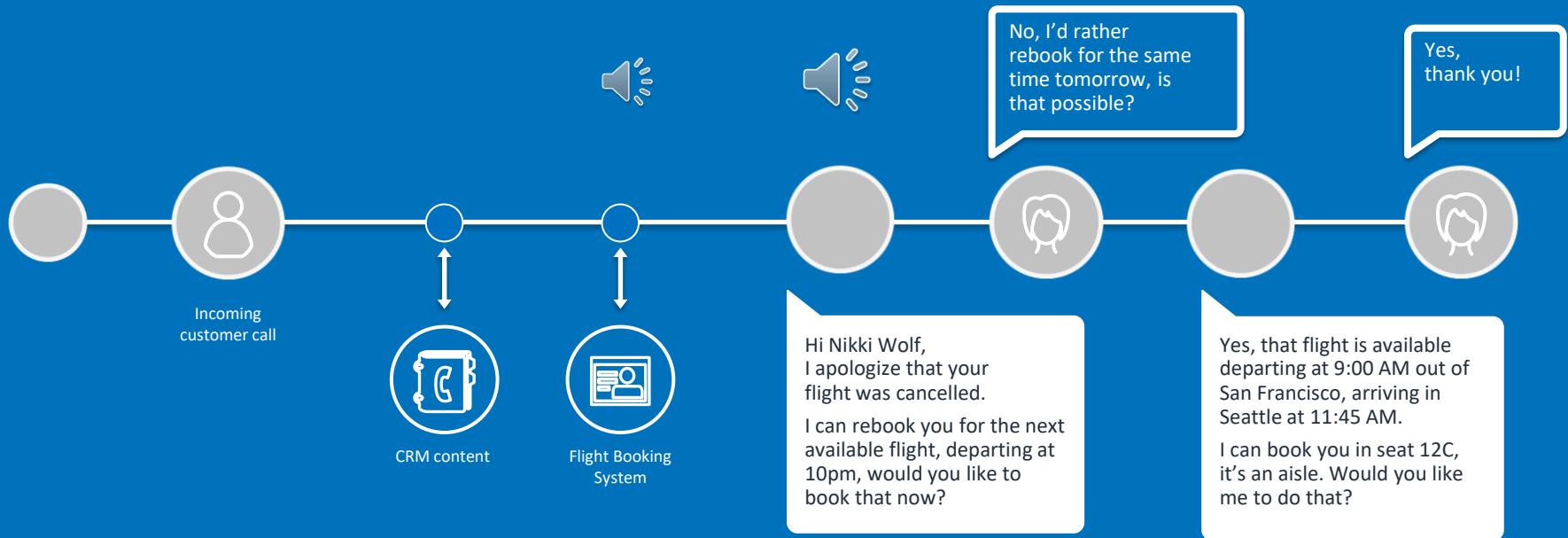
Voice AI Managed Service example

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AI omni engagement platform Experience example



PERSONAL

Contact flows adapt on a per customer basis

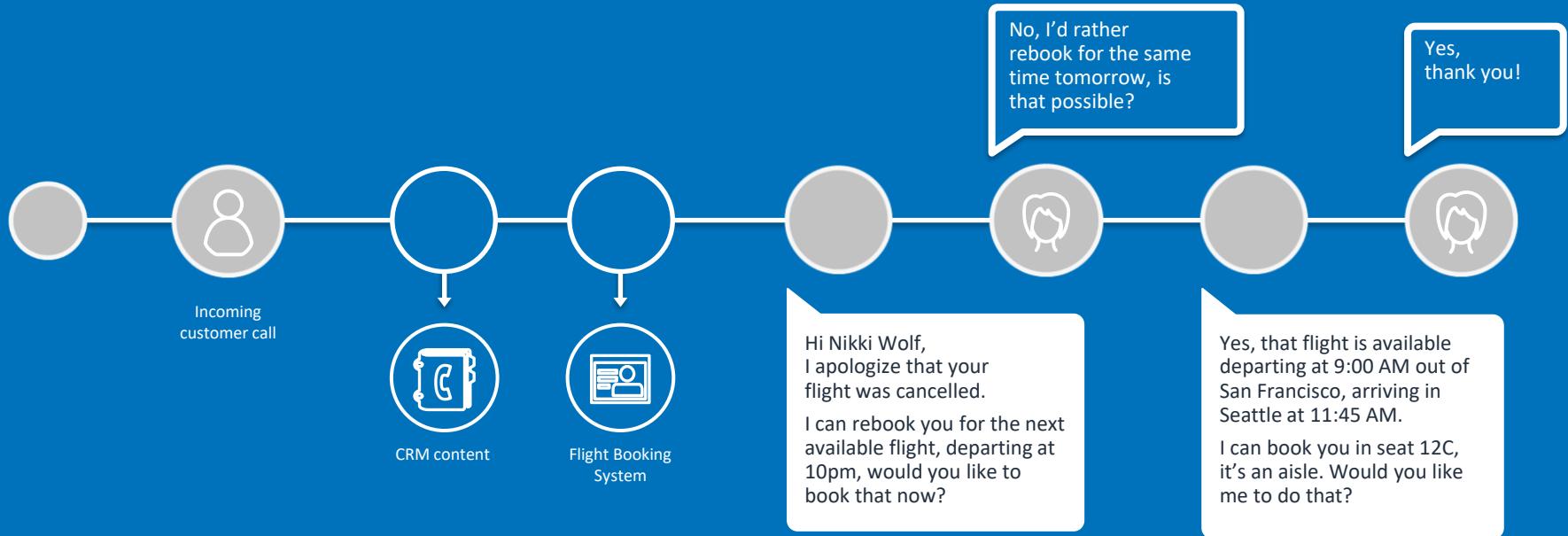
DYNAMIC

Answer customer questions before they are even asked

NATURAL

powered by azure cognitive services and natural language understanding

All-in-one engagement platform Experience example



Power Automate

Connect with virtually
any back-end system

Microsoft Botframework

Conversational interfaces for your applications powered by the same deep learning technologies

Azure Cognitive Services

Turn text into lifelike speech using
predefined and custom models

AI omni engagement platform Experience example



Can I get a first class upgrade for my inconvenience?



Nikki Wolf

Yes, that flight is available departing at 9:00 AM out of San Francisco, arriving in Seattle at 11:45 AM.

I can book you in seat 12C, it's an aisle. Would you like me to do that?



One moment while I connect you with a customer service associate

Transcript

Hi Nikki Wolf,
I apologize that your flight was cancelled.
I can rebook you for the next available flight, departing at 10pm, would you like to book that now?

No, I'd rather rebook for the same time tomorrow, is that possible?

Yes, that flight is available departing at 9:00 AM out of San Francisco, arriving in Seattle at 11:45 AM.
I can book you in seat 12C, it's an aisle. Would you like me to do that?

Can I get a first class upgrade for my inconvenience?

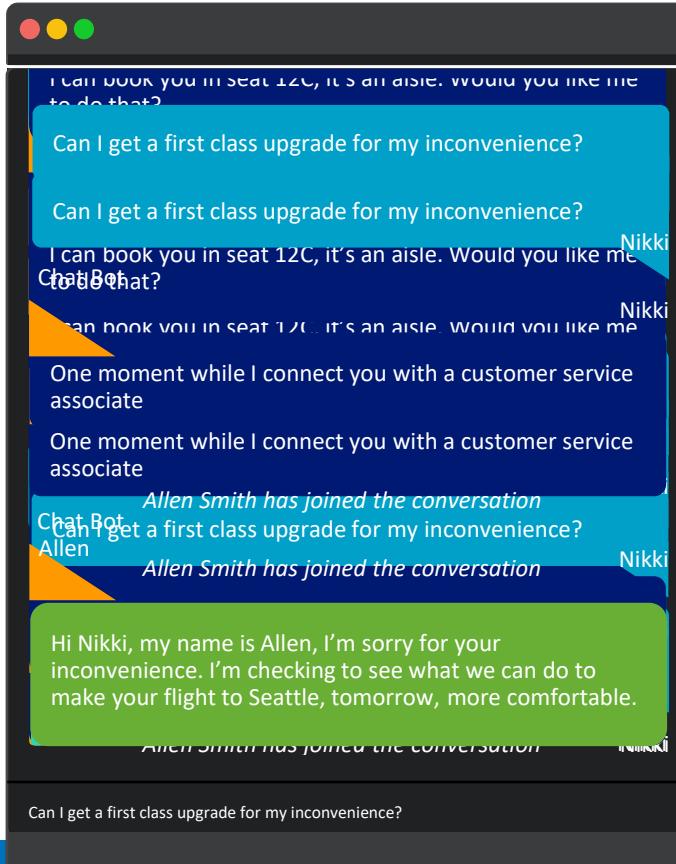
One moment while I connect you with a customer service associate



Hi Nikki, my name is Allen, I'm sorry for your inconvenience. I'm checking to see what we can do to make your flight to Seattle, tomorrow, more comfortable.

agent handover
to Dynamics 365
or Microsoft Teams

Web & Voice Chat — Build once, enable everywhere



Web & Voice Chat

- ✓ The same management user interface
- ✓ The same contact flows
- ✓ The same bot's logic
- ✓ The same queues
- ✓ The same dashboards
- ✓ The same metrics & reporting
- ✓ The same APIs
- ✓ The same personal, dynamic & natural experience for the customer

NTT and Microsoft Consulting Services

Partnership for the best-in-class Conversational AI platform



Customers who are looking for a global, scalable, best-in-class Conversational AI platform to enable conversational experiences across a broad range of use cases, profit of a partnership between NTT Germany and Microsoft Consulting Services



Microsoft Consulting Services offers:



Transforming the customer service through automation based on VoiceBot capabilities. The VoiceBot accepts the customer's call, by means of Speech Recognition and Natural Language Understanding, automatically detects the intent of a calling customer and help customers instantly without any waiting times or queues. A handover to a human agent is possible at any time.



Architecture and Design for modular solution architecture based on PaaS (Platform as a Service) services and a micro-service architecture, to be able to react in a flexible manner to future requirements.



The **Bot Framework Composer** as the central solution component for customer employees to design and implement bots quickly through a graphical user interface.

NTT Germany offers:



Support during the **project and hypercare phase**.



Managed Service for the Conversational AI Platform to keep the customer business processes running at an optimal availability and performance.



Support the **whole Solution Lifecycle** to adopt changes after the project and hypercare phase.

NTT and Microsoft Consulting Services

Partnership for the best-in-class Conversational AI platform



NTT Germany

Supports the whole Solution Lifecycle and offers Managed Services for the Conversational AI platform



Microsoft Consulting Services

Best-in-class in transforming the customer service through automation based on VoiceBot capabilities.

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Thank you

